

What is claimed is:

1 1. A data broadcast apparatus for repeatedly
2 broadcasting broadcast data using a carousel method, to
3 a reception apparatus which stores the broadcast data into
4 a memory and reproduces the broadcast data stored in the
5 memory, comprising:

6 storing means for storing first broadcast data and
7 second broadcast data;

8 detecting means for detecting a reproduction stop
9 event which prohibits the reception apparatus from
10 reproducing the first broadcast data;

11 broadcasting means for (a) repeatedly broadcasting
12 the first broadcast data and the second broadcast data
13 stored in the storing means, and (b) stopping the broadcast
14 of the first broadcast data when the detecting means detects
15 the reproduction stop event; and

16 instructing means for having the broadcasting means
17 broadcast a switch instruction, the switch instruction
18 instructing the reception apparatus to stop reproducing
19 the first broadcast data and start reproducing the second
20 broadcast data when the broadcast of the first broadcast
21 data is stopped.

1 2. The data broadcast apparatus of Claim 1,
2 wherein the switch instruction instructs the
3 reception apparatus to stop reproducing the first
4 broadcast data and start reproducing the second broadcast

5 data upon receiving the switch instruction, and
6 the instructing means has the broadcasting means
7 broadcast the switch instruction when the detecting means
8 detects the reproduction stop event, so that the reception
9 apparatus will stop reproducing the first broadcast data
10 and start reproducing the second broadcast data upon
11 receiving the switch instruction.

1 3. The data broadcast apparatus of Claim 2,
2 wherein the switch instruction is broadcast as an
3 event message or a module that has a specific identifier.

1 4. The data broadcast apparatus of Claim 1,
2 wherein the broadcasting means starts broadcasting
3 an empty carousel corresponding to the first broadcast data
4 when the detecting means detects the reproduction stop
5 event,

6 the switch instruction instructs the reception
7 apparatus to stop reproducing the first broadcast data and
8 start reproducing the second broadcast data upon starting
9 to receive the empty carousel, and

10 the instructing means has the broadcasting means
11 broadcast the switch instruction before the detecting
12 means detects the reproduction stop event, so that the
13 reception apparatus will stop reproducing the first
14 broadcast data and start reproducing the second broadcast
15 data upon starting to receive the empty carousel.

1 5. The data broadcast apparatus of Claim 1,
2 wherein the switch instruction instructs the
3 reception apparatus to stop reproducing the first
4 broadcast data and start reproducing the second broadcast
5 data upon detecting that the reception apparatus no longer
6 receives the first broadcast data, and
7 the instructing means has the broadcasting means
8 broadcast the switch instruction before the detecting
9 means detects the reproduction stop event, so that the
10 reception apparatus will stop reproducing the first
11 broadcast data and start reproducing the second broadcast
12 data upon detecting that the reception apparatus no longer
13 receives the first broadcast data.

1 6. The data broadcast apparatus of Claim 1,
2 wherein after detecting the reproduction stop event,
3 the detecting means detects a reproduction resume event
4 which permits the reception apparatus to reproduce the
5 first broadcast data,
6 the broadcasting means resumes broadcasting the first
7 broadcast data when the detecting means detects the
8 reproduction resume event, and
9 the instructing means has the broadcasting means
10 broadcast a return instruction, the return instruction
11 instructing the reception apparatus to stop reproducing
12 the second broadcast data and resume reproducing the first

13 broadcast data when the broadcast of the first broadcast
14 data is resumed.

1 7. The data broadcast apparatus of Claim 6,
2 wherein the return instruction instructs the
3 reception apparatus to stop reproducing the second
4 broadcast data and resume reproducing the first broadcast
5 data upon receiving the return instruction, and
6 the instructing means has the broadcasting means
7 broadcast the return instruction by attaching the return
8 instruction to the second broadcast data when the detecting
9 means detects the reproduction resume event, so that the
10 reception apparatus will stop reproducing the second
11 broadcast data and resume reproducing the first broadcast
12 data upon receiving the return instruction.

1 8. The data broadcast apparatus of Claim 7,
2 wherein the return instruction is broadcast as an
3 event message or a module that has a specific identifier.

1 9. The data broadcast apparatus of Claim 6,
2 wherein the broadcasting means starts broadcasting
3 an empty carousel corresponding to the first broadcast data
4 when the detecting means detects the reproduction stop
5 event, and stops broadcasting the empty carousel when the
6 detecting means detects the reproduction resume event,
7 the return instruction instructs the reception

8 apparatus to stop reproducing the second broadcast data
9 and resume reproducing the first broadcast data upon
10 stopping receiving the empty carousel, and
11 the instructing means has the broadcasting means
12 broadcast the return instruction before the detecting
13 means detects the reproduction resume event, so that the
14 reception apparatus will stop reproducing the second
15 broadcast data and resume reproducing the first broadcast
16 data upon stopping receiving the empty carousel.

1 10. The data broadcast apparatus of Claim 6,
2 wherein the return instruction instructs the
3 reception apparatus to stop reproducing the second
4 broadcast data and resume reproducing the first broadcast
5 data upon detecting that the reception apparatus resumes
6 receiving the first broadcast data, and

7 the instructing means has the broadcasting means
8 broadcast the return instruction before the detecting
9 means detects the reproduction resume event, so that the
10 reception apparatus will stop reproducing the second
11 broadcast data and resume reproducing the first broadcast
12 data upon detecting that the reception apparatus resumes
13 receiving the first broadcast data.

1 11. A data broadcast apparatus for repeatedly
2 broadcasting broadcast data using a carousel method, to
3 a reception apparatus which stores the broadcast data into

4 a memory and reproduces the broadcast data stored in the
5 memory, comprising:
6 storing means for storing first broadcast data and
7 second broadcast data;
8 detecting means for detecting a reproduction stop
9 event which prohibits the reception apparatus from
10 reproducing the first broadcast data;
11 broadcasting means for (a) repeatedly broadcasting
12 the first broadcast data and the second broadcast data
13 stored in the storing means, and (b) stopping the broadcast
14 of the first broadcast data when the detecting means detects
15 the reproduction stop event; and
16 instructing means for having the broadcasting means
17 broadcast a disable instruction, the disable instruction
18 instructing the reception apparatus to refrain from
19 switching reproduction from the second broadcast data to
20 the first broadcast data when the broadcast of the first
21 broadcast data is stopped.

1 12. The data broadcast apparatus of Claim 11,
2 wherein the disable instruction instructs the
3 reception apparatus to refrain from switching the
4 reproduction from the second broadcast data to the first
5 broadcast data upon receiving the disable instruction, and
6 the instructing means has the broadcasting means
7 broadcast the disable instruction when the detecting means
8 detects the reproduction stop event, so that the reception

9 apparatus will refrain from switching the reproduction
10 from the second broadcast data to the first broadcast data
11 upon receiving the disable instruction.

1 13. The data broadcast apparatus of Claim 12,
2 wherein the disable instruction is broadcast as an
3 event message or a module that has a specific identifier.

1 14. The data broadcast apparatus of Claim 11,
2 wherein the broadcasting means starts broadcasting
3 an empty carousel corresponding to the first broadcast data
4 when the detecting means detects the reproduction stop
5 event,

6 the disable instruction instructs the reception
7 apparatus to refrain from switching the reproduction from
8 the second broadcast data to the first broadcast data upon
9 starting to receive the empty carousel, and

10 the instructing means has the broadcasting means
11 broadcast the disable instruction before the detecting
12 means detects the reproduction stop event, so that the
13 reception apparatus will refrain from switching the
14 reproduction from the second broadcast data to the first
15 broadcast data upon starting to receive the empty carousel.

1 15. The data broadcast apparatus of Claim 11,
2 wherein the disable instruction instructs the
3 reception apparatus to refrain from switching the

4 reproduction from the second broadcast data to the first
5 broadcast data upon detecting that the reception apparatus
6 no longer receives the first broadcast data, and
7 the instructing means has the broadcasting means
8 broadcast the disable instruction before the detecting
9 means detects the reproduction stop event, so that the
10 reception apparatus will refrain from switching the
11 reproduction from the second broadcast data to the first
12 broadcast data upon detecting that the reception apparatus
13 no longer receives the first broadcast data.

1 16. A data broadcast apparatus for continuously
2 broadcasting program data, and repeatedly broadcasting
3 additional data using a carousel method, to a reception
4 apparatus which stores the additional data into a memory
5 and reproduces the additional data stored in the memory,
6 comprising:

7 storing means for storing scheduled program data
8 which is scheduled to be broadcast, related additional data
9 which relates to the scheduled program data, and unrelated
10 additional data which does not relate to the scheduled
11 program data;

12 acquiring means for acquiring priority program data
13 which has a higher priority than the scheduled program data;

14 broadcasting means for (a) continuously broadcasting
15 the scheduled program data stored in the storing means,
16 (b) repeatedly broadcasting the related additional data

17 and the unrelated additional data stored in the storing
18 means, and (c) stopping the broadcast of the scheduled
19 program data and starting broadcasting the priority
20 program data when the acquiring means acquires the priority
21 program data; and

22 instructing means for having the broadcasting means
23 broadcast a switch instruction, the switch instruction
24 instructing the reception apparatus to stop reproducing
25 the related additional data and start reproducing the
26 unrelated additional data when the broadcast of the
27 scheduled program data is stopped.

1 17. The data broadcast apparatus of Claim 16,
2 wherein the switch instruction instructs the
3 reception apparatus to stop reproducing the related
4 additional data and start reproducing the unrelated
5 additional data upon receiving the switch instruction, and
6 the instructing means has the broadcasting means
7 broadcast the switch instruction when the acquiring means
8 acquires the priority program data, so that the reception
9 apparatus will stop reproducing the related additional
10 data and start reproducing the unrelated additional data
11 upon receiving the switch instruction.

1 18. The data broadcast apparatus of Claim 17,
2 wherein the switch instruction is broadcast as an
3 event message or a module that has a specific identifier.

1 19. The data broadcast apparatus of Claim 16,
2 wherein the broadcasting means stops broadcasting the
3 related additional data and starts broadcasting an empty
4 carousel corresponding to the related additional data,
5 when the acquiring means acquires the priority program
6 data,

7 the switch instruction instructs the reception
8 apparatus to stop reproducing the related additional data
9 and start reproducing the unrelated additional data upon
10 starting to receive the empty carousel, and

11 the instructing means has the broadcasting means
12 broadcast the switch instruction before the acquiring
13 means acquires the priority program data, so that the
14 reception apparatus will stop reproducing the related
15 additional data and start reproducing the unrelated
16 additional data upon starting to receive the empty
17 carousel.

1 20. The data broadcast apparatus of Claim 16,
2 wherein the broadcasting means stops broadcasting the
3 related additional data when the acquiring means acquires
4 the priority program data,

5 the switch instruction instructs the reception
6 apparatus to stop reproducing the related additional data
7 and start reproducing the unrelated additional data upon
8 detecting that the reception apparatus no longer receives

9 the related additional data, and
10 the instructing means has the broadcasting means
11 broadcast the switch instruction before the acquiring
12 means acquires the priority program data, so that the
13 reception apparatus will stop reproducing the related
14 additional data and start reproducing the unrelated
15 additional data upon detecting that the reception
16 apparatus no longer receives the related additional data.

1 21. The data broadcast apparatus of Claim 16,
2 wherein the broadcasting means resumes broadcasting
3 the scheduled program data when the broadcast of the
4 priority program data ends, and
5 the instructing means has the broadcasting means
6 broadcast a return instruction, the return instruction
7 instructing the reception apparatus to stop reproducing
8 the unrelated additional data and resume reproducing the
9 related additional data when the broadcast of the priority
10 program data ends.

1 22. The data broadcast apparatus of Claim 21,
2 wherein the return instruction instructs the
3 reception apparatus to stop reproducing the unrelated
4 additional data and resume reproducing the related
5 additional data upon receiving the return instruction, and
6 the instructing means has the broadcasting means
7 broadcast the return instruction by attaching the return

8 instruction to the unrelated additional data when the
9 broadcast of the priority program data ends, so that the
10 reception apparatus will stop reproducing the unrelated
11 additional data and resume reproducing the related
12 additional data upon receiving the return instruction.

1 23. The data broadcast apparatus of Claim 22,
2 wherein the return instruction is broadcast as an
3 event message or a module that has a specific identifier.

1 24. The data broadcast apparatus of Claim 21,
2 wherein the broadcasting means stops broadcasting the
3 related additional data and starts broadcasting an empty
4 carousel corresponding to the related additional data when
5 the acquiring means acquires the priority program data,
6 and stops broadcasting the empty carousel and resumes
7 broadcasting the related additional data when the
8 broadcast of the priority program data ends,
9 the return instruction instructs the reception
10 apparatus to stop reproducing the unrelated additional
11 data and resume reproducing the related additional data
12 upon stopping receiving the empty carousel, and
13 the instructing means has the broadcasting means
14 broadcast the return instruction before the broadcast of
15 the priority program data ends, so that the reception
16 apparatus will stop reproducing the unrelated additional
17 data and resume reproducing the related additional data

18 upon stopping receiving the empty carousel.

1 25. The data broadcast apparatus of Claim 21,
2 wherein the broadcasting means stops broadcasting the
3 related additional data when the acquiring means acquires
4 the priority program data, and resumes broadcasting the
5 related additional data when the broadcast of the priority
6 program data ends,

7 the return instruction instructs the reception
8 apparatus to stop reproducing the unrelated additional
9 data and resume reproducing the related additional data
10 upon detecting that the reception apparatus resumes
11 receiving the related additional data, and

12 the instructing means has the broadcasting means
13 broadcast the return instruction before the broadcast of
14 the priority program data ends, so that the reception
15 apparatus will stop reproducing the unrelated additional
16 data and resume reproducing the related additional data
17 upon detecting that the reception apparatus resumes
18 receiving the related additional data.

1 26. A data broadcast apparatus for continuously
2 broadcasting program data, and repeatedly broadcasting
3 additional data using a carousel method, to a reception
4 apparatus which stores the additional data into a memory
5 and reproduces the additional data stored in the memory,
6 comprising:

7 storing means for storing scheduled program data
8 which is scheduled to be broadcast, related additional data
9 which relates to the scheduled program data, and unrelated
10 additional data which does not relate to the scheduled
11 program data;

12 acquiring means for acquiring priority program data
13 which has a higher priority than the scheduled program data;

14 broadcasting means for (a) continuously broadcasting
15 the scheduled program data stored in the storing means,
16 (b) repeatedly broadcasting the related additional data
17 and the unrelated additional data stored in the storing
18 means, and (c) stopping the broadcast of the scheduled
19 program data and starting broadcasting the priority
20 program data when the acquiring means acquires the priority
21 program data; and

22 instructing means for having the broadcasting means
23 broadcast a disable instruction, the disable instruction
24 instructing the reception apparatus to refrain from
25 switching reproduction from the unrelated additional data
26 to the related additional data when the broadcast of the
27 scheduled program data is stopped.

1 27. The data broadcast apparatus of Claim 26,
2 wherein the disable instruction instructs the
3 reception apparatus to refrain from switching the
4 reproduction from the unrelated additional data to the
5 related additional data upon receiving the disable

6 instruction, and

7 the instructing means has the broadcasting means
8 broadcast the disable instruction when the acquiring means
9 acquires the priority program data, so that the reception
10 apparatus will refrain from switching the reproduction
11 from the unrelated additional data to the related
12 additional data upon receiving the disable instruction.

1 28. The data broadcast apparatus of Claim 27,
2 wherein the disable instruction is broadcast as an
3 event message or a module that has a specific identifier.

1 29. The data broadcast apparatus of Claim 26,
2 wherein the broadcasting means stops broadcasting the
3 related additional data and starts broadcasting an empty
4 carousel corresponding to the related additional data,
5 when the acquiring means acquires the priority program
6 data,

7 the disable instruction instructs the reception
8 apparatus to refrain from switching the reproduction from
9 the unrelated additional data to the related additional
10 data upon starting to receive the empty carousel, and

11 the instructing means has the broadcasting means
12 broadcast the disable instruction before the acquiring
13 means acquires the priority program data, so that the
14 reception apparatus will refrain from switching the
15 reproduction from the unrelated additional data to the

16 related additional data upon starting to receive the empty
17 carousel.

1 30. The data broadcast apparatus of Claim 26,
2 wherein the broadcasting means stops broadcasting the
3 related additional data when the acquiring means acquires
4 the priority program data,
5 the disable instruction instructs the reception
6 apparatus to refrain from switching the reproduction from
7 the unrelated additional data to the related additional
8 data upon detecting that the reception apparatus no longer
9 receives the related additional data, and
10 the instructing means has the broadcasting means
11 broadcast the disable instruction before the acquiring
12 means acquires the priority program data, so that the
13 reception apparatus will refrain from switching the
14 reproduction from the unrelated additional data to the
15 related additional upon detecting that the reception
16 apparatus no longer receives the related additional data.

1 31. A computer program embodied on a computer readable
2 medium for use with a computer and a storing device, for
3 repeatedly broadcasting broadcast data using a carousel
4 method to a reception apparatus which stores the broadcast
5 data into a memory and reproduces the broadcast data stored
6 in the memory, wherein the storing device stores first
7 broadcast data and second broadcast data, the computer

8 program comprising:

9 a detecting step for detecting a reproduction stop
10 event which prohibits the reception apparatus from
11 reproducing the first broadcast data;

12 a broadcasting step for (a) repeatedly broadcasting
13 the first broadcast data and the second broadcast data
14 stored in the storing device, and (b) stopping the broadcast
15 of the first broadcast data when the detecting step detects
16 the reproduction stop event; and

17 an instructing step for broadcasting a switch
18 instruction, the switch instruction instructing the
19 reception apparatus to stop reproducing the first
20 broadcast data and start reproducing the second broadcast
21 data when the broadcast of the first broadcast data is
22 stopped.

1 32. The computer program of Claim 31,

2 wherein after detecting the reproduction stop event,
3 the detecting step detects a reproduction resume event
4 which permits the reception apparatus to reproduce the
5 first broadcast data,

6 the broadcasting step resumes broadcasting the first
7 broadcast data when the detecting step detects the
8 reproduction resume event, and

9 the instructing step broadcasts a return instruction,
10 the return instruction instructing the reception apparatus
11 to stop reproducing the second broadcast data and resume
12 reproducing the first broadcast data when the broadcast

13 of the first broadcast data is resumed.

1 33. A computer program embodied on a computer readable
2 medium for use with a computer and a storing device, for
3 repeatedly broadcasting broadcast data using a carousel
4 method to a reception apparatus which stores the broadcast
5 data into a memory and reproduces the broadcast data stored
6 in the memory, wherein the storing device stores first
7 broadcast data and second broadcast data, the computer
8 program comprising:

9 a detecting step for detecting a reproduction stop
10 event which prohibits the reception apparatus from
11 reproducing the first broadcast data;

12 a broadcasting step for (a) repeatedly broadcasting
13 the first broadcast data and the second broadcast data
14 stored in the storing device, and (b) stopping the broadcast
15 of the first broadcast data when the detecting step detects
16 the reproduction stop event; and

17 an instructing step for broadcasting a disable
18 instruction, the disable instruction instructing the
19 reception apparatus to refrain from switching reproduction
20 from the second broadcast data to the first broadcast data
21 when the broadcast of the first broadcast data is stopped.

1 34. A computer program embodied on a computer readable
2 medium for use with a computer and a storing device, for
3 continuously broadcasting program data, and repeatedly

4 broadcasting additional data using a carousel method, to
5 a reception apparatus which stores the additional data into
6 a memory and reproduces the additional data stored in the
7 memory, wherein the storing device stores scheduled
8 program data which is scheduled to be broadcast, related
9 additional data which relates to the scheduled program data,
10 and unrelated additional data which does not relate to the
11 scheduled program data, the computer program comprising:
12 an acquiring step for acquiring priority program data
13 which has a higher priority than the scheduled program data;
14 a broadcasting step for (a) continuously broadcasting
15 the scheduled program data stored in the storing device,
16 (b) repeatedly broadcasting the related additional data
17 and the unrelated additional data stored in the storing
18 device, and (c) stopping the broadcast of the scheduled
19 program data and starting broadcasting the priority
20 program data when the acquiring step acquires the priority
21 program data; and
22 an instructing step for broadcasting a switch
23 instruction, the switch instruction instructing the
24 reception apparatus to stop reproducing the related
25 additional data and start reproducing the unrelated
26 additional data when the broadcast of the scheduled program
27 data is stopped.

1 35. The computer program of Claim 34,
2 wherein the broadcasting step resumes broadcasting

3 the scheduled program data when the broadcast of the
4 priority program data ends, and
5 the instructing step broadcasts a return instruction,
6 the return instruction instructing the reception apparatus
7 to stop reproducing the unrelated additional data and
8 resume reproducing the related additional data when the
9 broadcast of the priority program data ends.

1 36. A computer program embodied on a computer readable
2 medium for use with a computer and a storing device, for
3 continuously broadcasting program data, and repeatedly
4 broadcasting additional data using a carousel method, to
5 a reception apparatus which stores the additional data into
6 a memory and reproduces the additional data stored in the
7 memory, wherein the storing device stores scheduled
8 program data which is scheduled to be broadcast, related
9 additional data which relates to the scheduled program data,
10 and unrelated additional data which does not relate to the
11 scheduled program data, the computer program comprising:
12 an acquiring step for acquiring priority program data
13 which has a higher priority than the scheduled program data;
14 a broadcasting step for (a) continuously broadcasting
15 the scheduled program data stored in the storing device,
16 (b) repeatedly broadcasting the related additional data
17 and the unrelated additional data stored in the storing
18 device, and (c) stopping the broadcast of the scheduled
19 program data and starting broadcasting the priority

20 program data when the acquiring step acquires the priority
21 program data; and
22 an instructing step for broadcasting a disable
23 instruction, the disable instruction instructing the
24 reception apparatus to refrain from switching reproduction
25 from the unrelated additional data to the related
26 additional data when the broadcast of the scheduled program
27 data is stopped.

1 37. A data broadcast method used in a data broadcast
2 apparatus equipped with a storing device, for repeatedly
3 broadcasting broadcast data using a carousel method to a
4 reception apparatus which stores the broadcast data into
5 a memory and reproduces the broadcast data stored in the
6 memory, wherein the storing device stores first broadcast
7 data and second broadcast data, the data broadcast method
8 comprising:

9 a detecting step for detecting a reproduction stop
10 event which prohibits the reception apparatus from
11 reproducing the first broadcast data;

12 a broadcasting step for (a) repeatedly broadcasting
13 the first broadcast data and the second broadcast data
14 stored in the storing device, and (b) stopping the broadcast
15 of the first broadcast data when the detecting step detects
16 the reproduction stop event; and

17 an instructing step for broadcasting a switch
18 instruction, the switch instruction instructing the

19 reception apparatus to stop reproducing the first
20 broadcast data and start reproducing the second broadcast
21 data when the broadcast of the first broadcast data is
22 stopped.

1 38. The data broadcast method of Claim 37,
2 wherein after detecting the reproduction stop event,
3 the detecting step detects a reproduction resume event
4 which permits the reception apparatus to reproduce the
5 first broadcast data,
6 the broadcasting step resumes broadcasting the first
7 broadcast data when the detecting step detects the
8 reproduction resume event, and
9 the instructing step broadcasts a return instruction,
10 the return instruction instructing the reception apparatus
11 to stop reproducing the second broadcast data and resume
12 reproducing the first broadcast data when the broadcast
13 of the first broadcast data is resumed.

1 39. A data broadcast method used in a data broadcast
2 apparatus equipped with a storing device, for repeatedly
3 broadcasting broadcast data using a carousel method to a
4 reception apparatus which stores the broadcast data into
5 a memory and reproduces the broadcast data stored in the
6 memory, wherein the storing device stores first broadcast
7 data and second broadcast data, the data broadcast method
8 comprising:

9 a detecting step for detecting a reproduction stop

10 event which prohibits the reception apparatus from
11 reproducing the first broadcast data;

12 a broadcasting step for (a) repeatedly broadcasting
13 the first broadcast data and the second broadcast data
14 stored in the storing device, and (b) stopping the broadcast
15 of the first broadcast data when the detecting step detects
16 the reproduction stop event; and

17 an instructing step for broadcasting a disable
18 instruction, the disable instruction instructing the
19 reception apparatus to refrain from switching reproduction
20 from the second broadcast data to the first broadcast data
21 when the broadcast of the first broadcast data is stopped.

1 40. A data broadcast method used in a data broadcast
2 apparatus equipped with a storing device, for continuously
3 broadcasting program data, and repeatedly broadcasting
4 additional data using a carousel method, to a reception
5 apparatus which stores the additional data into a memory
6 and reproduces the additional data stored in the memory,
7 wherein the storing device stores scheduled program data
8 which is scheduled to be broadcast, related additional data
9 which relates to the scheduled program data, and unrelated
10 additional data which does not relate to the scheduled
11 program data, the data broadcast method comprising:

12 an acquiring step for acquiring priority program data
13 which has a higher priority than the scheduled program data;

14 a broadcasting step for (a) continuously broadcasting

15 the scheduled program data stored in the storing device,
16 (b) repeatedly broadcasting the related additional data
17 and the unrelated additional data stored in the storing
18 device, and (c) stopping the broadcast of the scheduled
19 program data and starting broadcasting the priority
20 program data when the acquiring step acquires the priority
21 program data; and

22 an instructing step for broadcasting a switch
23 instruction, the switch instruction instructing the
24 reception apparatus to stop reproducing the related
25 additional data and start reproducing the unrelated
26 additional data when the broadcast of the scheduled program
27 data is stopped.

1 41. The data broadcast method of Claim 40,
2 wherein the broadcasting step resumes broadcasting
3 the scheduled program data when the broadcast of the
4 priority program data ends, and

5 the instructing step broadcasts a return instruction,
6 the return instruction instructing the reception apparatus
7 to stop reproducing the unrelated additional data and
8 resume reproducing the related additional data when the
9 broadcast of the priority program data ends.

1 42. A data broadcast method used in a data broadcast
2 apparatus equipped with a storing device, for continuously
3 broadcasting program data, and repeatedly broadcasting

4 additional data using a carousel method, to a reception
5 apparatus which stores the additional data into a memory
6 and reproduces the additional data stored in the memory,
7 wherein the storing device stores scheduled program data
8 which is scheduled to be broadcast, related additional data
9 which relates to the scheduled program data, and unrelated
10 additional data which does not relate to the scheduled
11 program data, the data broadcast method comprising:

12 an acquiring step for acquiring priority program data
13 which has a higher priority than the scheduled program data;

14 a broadcasting step for (a) continuously broadcasting
15 the scheduled program data stored in the storing device,
16 (b) repeatedly broadcasting the related additional data
17 and the unrelated additional data stored in the storing
18 device, and (c) stopping the broadcast of the scheduled
19 program data and starting broadcasting the priority
20 program data when the acquiring step acquires the priority
21 program data; and

22 an instructing step for broadcasting a disable
23 instruction, the disable instruction instructing the
24 reception apparatus to refrain from switching reproduction
25 from the unrelated additional data to the related
26 additional data when the broadcast of the scheduled program
27 data is stopped.